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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION o UNITED STATES DEPARTMENT OF AGRICULTURE

April 19, 1946

No. 159

** FAMINE CAMPAIGN ROUNDUP. . . .Beginning with this issue of the food **
** Information Calendar, the FAMINE CAMPAIGN **
** ROUNDUP will be sent to the Calendar mailing list. All developments **
** of the week in the Famine Emergency Campaign as well as background **
** information will be carried in the Roundup. The Calendar will continue **
** to cover other USDA activities as usual. **
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PMA POLICY AND APPOINTMENTS ANNOUNCED. . . .A statement of policy covering
administrative responsibility
and a number of staff appointments and reassignments were announced this week
by PMA Administrator Robert H. Shields. Highlights:

***"The Director of the Field Service Branch has the direct responsibility
for formulating and developing the agricultural conservation programs of the
PMA. In addition, I look upon him as my personal assistant charged with the
responsibility of helping the Administrator in the administration of our pro-
grams in the field..."

***"It is the policy of this Administration to administer all programs
through these (PMA) State and County offices..."

***"The State Director, as chief executive officer of the State PMA
organization, is responsible for carrying out in his State all production and
marketing programs which have been assigned to the State PMA organization for
administration. This means that all communications from Washington with
respect to all work of the State organization will be directed to the State
Director, or as the State Director, shall specify."

***"It is my intention to decentralize program administration as far as
possible with the different branches responsible for program formulation and
development."

***"It is imperative that the PMA function as a unit, rather than simply
a collection of semi-independent agencies, and I shall expect all the people
in the organization to cooperate fully to that end."

Appointments announced: Field Service Branch Director, Dave Davidson;
Field Service Branch Associate Director, C. B. Hodges; Cotton Branch Director,
C. D. Walker; Grain Branch Director, L. K. Smith; Fruit and Vegetable Branch
Director, S. R. Smith; Budget and Management Branch Director, Frank Woolley;
Assistant Budget and Management Branch Director, L. C. Holm; FCIC Manager,
Gus Geissler; Special Assistant to the Administrator, H. B. Boyd; Southern
Division Director, T. R. Breedlove; Western Division Director, L. H. Norton;
Western Division Assistant Director, Fred D. Entermille; North Central
Director, Guy Smith; East Central Director, John East; East Central Assistant
Director, Robert Reed.

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EXTENSION REPORTS ON FAMINE WORK. . . . Reports on famine campaign activities from State extension directors have been compiled by the Extension Service. The summary reports that in practically all states agencies are pooling their resources to assure effectively reaching rural people with information concerning the urgency of the need for food and with suggestions for making food available for famine relief. Excerpts:

***Garden programs have been intensified. Wheat-saving programs have been inaugurated through distribution of recipes and of wheatless rations for poultry and other livestock. The fat salvage program is being re-emphasized.

***About a third of the State extension services so far have printed or planned special famine emergency leaflets in cooperation with the USDA Councils and State food managers. Some of them are "They're Starving", Vermont; "Stop Feed Thieves", Washington; a special famine emergency handbook, Iowa; a leaflet for neighborhood leaders to leave at homes, Georgia; and "The New Flour", Oklahoma.

***New York is stressing food conservation and gardening in a series of 16 local radio transcriptions. New Hampshire has developed a series of posters. Idaho extension supervisors held district emergency food meetings with all agents and is planning a second series of 2-day meetings on food production subject matter. In Illinois one extension worker returned from Europe has talked at over 25 farmer meetings.

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HOME DEMONSTRATION WEEK. . . . A second fact sheet on "Today's Home Builds Tomorrow's World" giving source material for use in connection with the National Home Demonstration Week, May 5 to 12, was distributed during the last week. The fact sheet gives a brief summary of home demonstration work the country over, "highlighting some of the concrete results contributing to health, happiness, and harmony in individual homes and the community."

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EDITORS MEETING. . . . Farm editors will hold their annual meeting in Washington May 13-14 with a full program scheduled. Included are visits to Beltsville where the editors will have opportunity to observe USDA scientific experiments. Meeting here May 13-17 will be the Extension Editor Advisory Committee. All phases of USDA information program in relation to the contribution that extension editors can make to it and vice versa will be explored.

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RECENT USDA PUBLICATIONS. . . . Planning Your Farmstead Wiring and Lighting, Misc. Pub. 597, a 32-page publication by REA; Peacetime Adjustments in Farming, Misc. Pub. 595, a 52-page study that appraises the postwar farming possibilities under prosperity conditions; Water for the Modern Farmstead, AIS-44, a 4-page publication describing a water-system plan for the farm; U.S. Meat Stamps, AIS-47, a 4-page flyer; Farmer Jones' Timber Crop, AIS-35, a 16-page leaflet.

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PRESS RELEASES TO NOTE. . . .Government action indicated in meat situation - 781; World corn production drops - 786; The Crisis is Today, talk by Chester C. Davis April 12 - 786; Cattle on feed - 791; Livestock channelling program - 802; Shields announces PMA appointments; centralizes field administration - 797; Anderson discusses wheat situation - 796; REA approves loans in four States - 813; Straub appeals for emergency food cooperation - 808; REA approved loans in 16 States - 798; Mitchell heads central States forest experiment station - 809; Current reports on world food situation - 811; USDA increases dried egg purchase program - 826; Western irrigation water supplies vary - 822; Early spring aids Victory gardeners - 828; International Cotton Advisory Committee will meet - 836; Secretary Anderson's Pan American statement - 833; Famine Committee letter to Truman - 834.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . .April 11, the Senate ratified continuation of the Inter-American coffee agreement. April 12, the House Agriculture Committee submitted a resolution recommending abolition of meat subsidies; the Senate passed the following bills: to transfer research on fur-bearing animals from Interior to Agriculture, the Bankhead bill to provide basic authority for the rural rehabilitation program and make various amendments to the Bankhead-Jones Farm Tenant Act, to continue the farm bankruptcy act, to continue the export control act, to broaden the scope and rank of veterans' preference under the surplus property act, to confer permanent right to forest grazing permits, to designate the State Department as disposal agency for surplus property outside the United States, to provide for trade relations in agricultural and other products between the United States and the Philippines. April 15, the House passed a bill to continue the selective training and service act; the House rejected the Poage bill to permit recruiting of surplus requisitioning for soil conservation and forestry; the Senate passed the Wagner-Ellender-Taft housing bill which contains provisions for rural housing loans by this department; the House passed a bill to prohibit 1947 cotton marketing quotas and acreage allotments. April 17, the House agreed to various amendments limiting the provisions of the bill to continue price control and subsidies; both Houses agreed to the conference report on the Philippine trade bill; the House Rules Committee cleared the Pace bill to include farm labor costs in the parity formula; a House committee reported a bill to broaden veteran's preference for surplus property; the Senate rejected the protocol extending the international agreements on sugar production and marketing.

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TIMELY FARM TOPICS. . . .Following platters are being cut: "Boulah, the Dairy Cow," a discussion of the feed shortage, 58a; "The Truth about DDT," 58b.

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COTTON TRANSCRIPTIONS. . . .A series of five dramatized programs on "The Future of Cotton" are being recorded and will be ready for distribution to Extension Editors in southern States the second week in May.

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